



## National Guard FLW Collage Fishing Northern Conference Championships Post Event Report

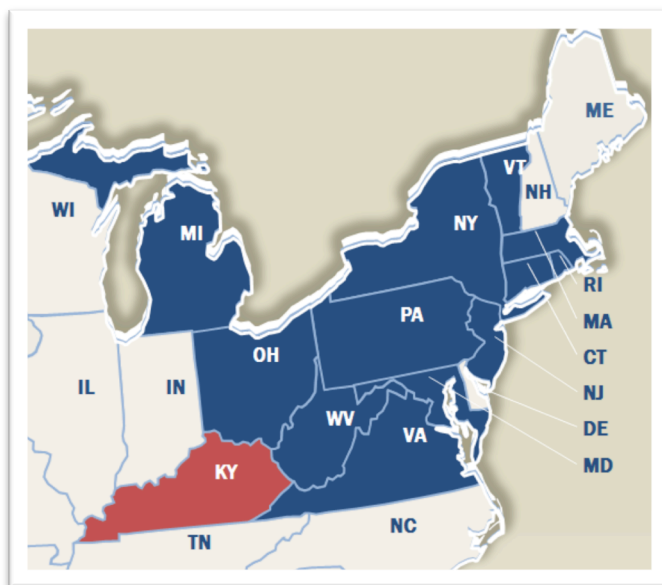
September 12-15, 2012

### Event Participation

Martinsville-Henry County co-hosted a college and high school bass fishing tournament on Philpott Lake with Franklin County Commerce & Leisure Services, Patrick County Tourism and the U.S. Army Corps of Engineers- Philpott Lake.

40 college fishermen from nine states and 14 high school fishermen from seven states participated in the tournament. Most of the FLW staff and film crews were from Kentucky.

Competitors (20 college teams / 7 High School teams)	54
Family Members	44
Sponsor Representatives	20
FLW Outdoors Staff (100% of staff from out of state)	32
<b>Total</b>	<b>150</b>



Take-offs on Philpott Lake took place each morning at Twin Ridge Recreation area in Henry, VA followed by a Fan Expo with daily weigh-in and televised webcast at the Martinsville Wal-Mart.

FLW Invited the community to participate by singing and/or playing the national anthem for each day's televised weigh-in, by visiting area schools to talk about conservation and also visited an area high school football game to promote youth fishing. The organization hired more than a dozen student workers from Patrick Henry Community College and paid them an hourly wage to work at the Fan Expo.

The event also brought in a number of spectators to the fan expo, FLW reports that more than 900 spectators signed in at their welcome booth. The MHC Tourism Mobile Visitor Center directly assisted 354 guests providing them with area information. These interactions resulted in 209 new contacts for our weekly email newsletter.



## **Economic Impact**

To determine economic impact of the event, we documented the competitors' expenditures through receipts. At the pre-tournament dinner, each college fishermen was encouraged to voluntarily keep track of their receipts for the week to assist us with research. We incentivized the tracking of receipts by putting one entry for the participant into a drawing for each receipt turned in. Angler's Choice Marine donated half of a \$250 gift card and the EDC matched the other half.

A total of 12 college fishermen participated in the research and turned in 68 qualifying receipts for Martinsville-Henry County and the surrounding area which totaled \$1,592.64. Businesses patronized by the fishermen, as indicated by receipts, include:

### **Convenience Stores**

FasMart #00121- Collinsville  
FasMart #00124- Bassett  
Kangaroo Express #3719- Martinsville  
Quality Mart #27- Collinsville  
SkyMart 7- Collinsville  
Steves Ezee In- Collinsville  
Shell Station- Collinsville  
Village Mart- Bassett

### **Lodging**

Deluxe Inn- Martinsville  
Econo Lodge- Martinsville  
Reserve America- Salthouse Branch

### **Retail**

Advance Auto- Collinsville  
Angler's Choice- Martinsville  
JC's 5 Star Outlet- Martinsville  
Southeastern Outdoor Supply- Bassett  
Walmart- Martinsville

### **Dining**

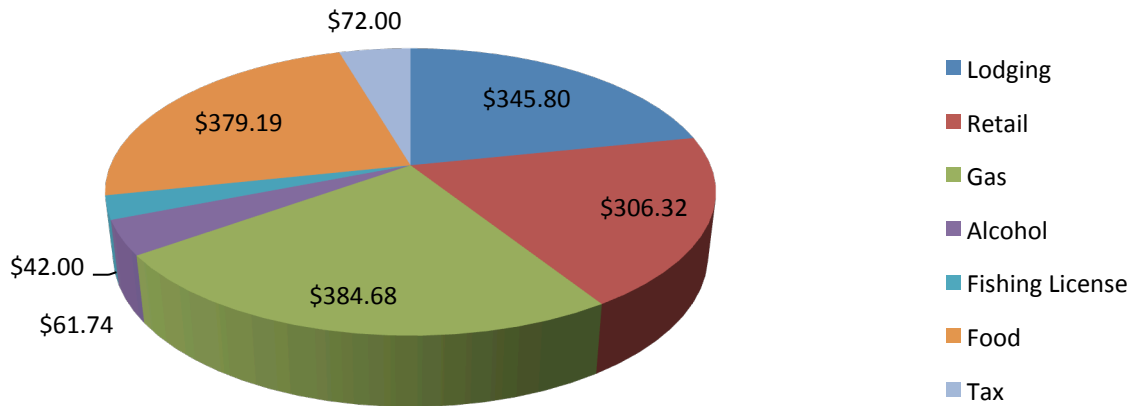
Applebee's- Martinsville  
Burger King #2108- Martinsville  
Dutch Inn Lounge- Collinsville  
Hardee's #2946- Collinsville  
Los Nortenos- Collinsville  
McDonald's #17149- Bassett Forks  
Sonic Drive-In #3652  
Taco Bell- Collinsville  
Texas Steakhouse- Martinsville  
The Sirloin House- Martinsville  
Wendy's #401- Collinsville

### **Nearby Areas**

Dick's Sporting Goods- Danville  
Sheetz #306- Danville  
Ray's Bait & Tackle-Eden  
Walmart- Stuart  
VDGIF Online License

Based on the receipts submitted, we calculate that the 12 fishermen spent on average \$132.72 each.

## Documented Expenditures Via Receipts



In addition to the receipts, we received confirmations of room nights sold from two area hotels (Hampton Inn and the Quality-Dutch Inn). This data combined shows that the 12 fishermen and FLW staff spent an average of \$330.44 each or \$82.61 per day.

Using \$330.44 as a multiplier, the 58 college and high school fishermen, their families and the FLW staff are estimated to have spent \$49,566 on lodging, dining/drinks, retail and fuel.

Franklin County Commerce & Leisure Services is currently developing a follow-up survey to gather additional data from these fishermen.

### Media Coverage

Figures provided by the FLW indicate that the media coverage for the event is valued at approximately \$441,000.

Guaranteed Media: \$375,000

- One-Hour National and International Television Show (Audience of 500 million)
- Live Streaming Event on FLW Live Global Webcast
- FLW Outdoors Magazine Reporting
- FLW Outdoors Web Site Reporting
- Color Full Page Advertisement in FLW Outdoors Magazine

Estimated Equivalent of External Media: \$66,000

- 1,100,000 Media Impressions Via
  - Daily & Weekly Newspaper Articles
  - Outside Media Web Site Reporting
  - Press Releases Distributed



The NBC Camera Crew toured the local area, filming to add local flavor to their national coverage of the College Fishing Northern Conference Tournament

In addition to covering the tournament, NBC Sports also sent a crew to specifically film our area's top attractions. The EDC's Tourism Division presented numerous options to the producers who selected locations that best met their objectives. The highlighted points of interest included: fly fishing on the Smith River, Martinsville Speedway, Smith River Sports Complex, Virginia Museum of Natural History, The Big Chair, Studio 107, Uptown Martinsville, and the "Elephants on Parade" Mural. The crews shot various other scenic views of the area throughout their visit.



Top-five: Virginia Tech, Ramapo College, Virginia Tech (2<sup>nd</sup> Team), SUNY-Plattsburgh and winners Fairmont State on the final day of the College Fishing Northern Championship on Philpott Lake

#### Partner Agencies

